ANALYTICAL STUDY ON CONSUMER SATISFACTION TOWARDS COCA COLA

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ABSTRACT

The survey analytical study on consumer satisfaction towards Coca Cola. The research paper briefly explains Customers regularly consume a variety of products and soft drink is one of them. This paper explores the factors which play a crucial role in customer awareness, purchasing, consumption, disposal of products and also in customer satisfaction. The objective of the project is to know the consumers satisfaction for Coca Cola Drink, to study the Market Potential of Coca Cola. The data collection used is based on secondary data and the questionnaire is closed ended. As we know the youngsters are consuming soft drinks more. In the study we have took the demographic region like age, family type, gender, employment status, and also the monthly income. So the research paper is all about the customer satisfaction towards Coca Cola and it is been briefly explained given below.

INTRODUCTION

In 1950, the Coca-Cola company opened in India but in 1977, they chose to exit the country after the Governments’ new law of strength of equity of MNCs. On October 24, 1993, they decided to returned to India. The company claim to be supporting suitable development and comprehensive growth by focusing on issues relating to water, environment, healthy living, women empowerment, sanitation and social advancement.

Coca-Cola India launched initiative in 2010, which is the company’s global program to empower economically, 5 million women entrepreneurs across six segments by 2020.

India is Coca Cola's sixth-biggest market for still products and as its momentum in the western market is slowing down, it's aiming to make up for the lost position by diversifying the portfolio in a country balanced to be a mega economy in near future.

Customer satisfaction is the feelings of customer after the use of product. If the product’s quality and performance are as per the expectations of the customer and have proved right as per the claims given by the company in the advertisement about the product and all this will impact the attitude of customer positively and finally customer will think himself/herself satisfied.

Customers regularly consume a variety of products and soft drink is one of them. This paper explores the factors which play a crucial role in customer awareness, purchasing, consumption, disposal of products and also in customer satisfaction.
The objective of the project is to know the consumers satisfaction for Coca Cola Drink, to study the Market Potential of COCA COLA. The company has attention in various sector and they provide consistent quality products to meet their costumer’s requirement worldwide. This report clearly mentions objective of the study and the research methodology utilized for how frequently consumer prefer the COCA COLA product.

The data collection used is based on secondary data and the questionnaire is closed ended. The report contains a in depth view of the tasks, which have been undertaken to study the market of COCA COLA. Various sets of questionnaire have been prepared to know the satisfaction of consumers about the COCA COLA.

**RESEARCH OBJECTIVE**

To understand the Analytical study on Consumer’s satisfaction towards coca cola.

H1- More than 10% of nuclear family do prefer coca cola.

H2 – Average age of respondent who consume coca cola weekly is more than 20 years.

H3 – Consumption of coca cola monthly is independent of gender.

**LITERATURE REVIEW**

A study conducted by A. Ananda Kumar and S. Babu Coca Cola has covered almost the whole market and also the customers are satisfied with their product. Coca Cola as also maintained its leading position in the soft drink market. As per there survey Coca Cola rank first in the market as it is one of the favourite soft drink of consumer. Coca Cola as covered many audience group in India especially youngsters. It is found that 72.61% respondent is aware of Coca Cola as compared to other product.

A study conducted by Magnus Soderlund & Mats Vilgon (1999) studied about Customer Satisfaction and Links to Customer Profitability as an Empirical Examination of the Association between Attitudes and Behavior. This paper discovered the link between various aspects such as customer satisfaction, purchase behavior, repurchase intentions and customer profitability with empirical data on behavior, attitudes and profitability at the customer level of analysis Customer satisfaction is a mental state which results from the customer’s comparison of a) expectations prior to a purchase with b) performance perceptions after a purchase.
A study conducted by Bajrang Lal and Pankaj Knowledge of customer behaviour for effective marketing is very important. The salesmen must be fully aware of customers’ behaviour so that objectives of an organization may be attained as well as satisfaction for customers. In fact, it is very crucial for the marketers to understand the beliefs, motives, tastes and preferences which prompt consumers. Customer behaviour has a very complex and a dynamic nature. This paper strives to explore the factors which are important for purchase decision making and to assess the customer satisfaction regarding the Pepsi and Coca-Cola.

A study conducted by Dhuna (1984) in his article “An Analysis of Consumer Behaviour - A Case Study of Soft Drinks” done in Rohtak during 1983-84 aimed at determining the prevalent attitudes of consumers towards soft drinks. He showed how factors like age, profession, sere and income affect attitudes in the purchase of the products his finding were as follows: Coca Cola a pure soft drinks product, was highly popular among the consumers. A Thumb up was on second position, on third position there was Limca and the fourth by gold spot. As regards the consumption pattern of consumers, it was found that 54 percent of the respondents were consuming soft drinks in summer only.

RESEARCH METHODOLOGY

The methodology used Survey method for the research in line with the objectives. Based on this, the researcher prepared questionnaires for analytical study on consumer satisfaction towards Coca Cola. Our research is based on 40 respondents which represents the entire population. The research is basically held on how satisfy the consumer towards Coca Cola. Selection of sample units is based on every availability and accessibility, thus it is Non-probabilistic convenience sampling. The research contains responses from different age groups, gender, occupation, annual income and family type, type of organization and total years of experience. Measurement Technique used is: Excel based technique is used to come up with the solutions .P-test, T-test and Chi- squared test are used to test the hypothesis.
**DEMOGRAPHICS**

**AGE GROUP**

- 13% 20-30
- 32% 30-40
- 55% 50 and above

**OBSERVATION** - Moreover the respondent age between 20-30 years old and 30-40 year old consume Coca Cola soft drink weekly as per the survey data.

**GENDER**

**OBSERVATION** - As we can see in the above chart 52% of female prefer Coca Cola than as compared to male.
OBSERVATION - According to the survey 60% of nuclear family prefer Coca Cola because the consumer like the taste of it etc.

OBSERVATION - As per the occupation chart is been shown above that 45% of service consumer and 43% of student prefer Coca Cola because they are willing to have it.
**OBSERVATION** - There are more respondents coming under Rs.50,000 - Rs.1 lakh that 48% as per the above data who buy Coca Cola product consume it weekly.
DATA ANALYSIS

Hypothesis 1: Test of Proportion

Ho : P<20 Less than 20% of nuclear family do prefer Coca Cola.

Ha : P>20 More than 20% of nuclear family do prefer Coca Cola.

Conclusion – More than 20% of nuclear family do prefer Coca Cola.

OBSERVATION : - Since the above data showing that Zo>Zc. We reject the null because More than 20% of nuclear family do prefer Coca Cola.

INSIGHT : - Most of the nuclear family prefer to drink coca coala while their family gathering and family functions, and birthday of family members.
Hypothesis 2: Test of Means

Ho: Average age of respondent who consume Coca Cola weekly is less than 20 years.
Ha: Average age of respondent who consume Coca Cola weekly is more than 20 years.

Conclusion – Average age of respondent who consume Coca Cola weekly is more than 20 years.

OBSERVATION :- Since as the above data showing that Zo> Zc. We reject the null because Average age of respondent who consume Coca Cola weekly is more than 20 years.

INSIGHT :- As we know most of the youngsters crowd prefer soft drink because they find the taste of Coca Cola is much better as compared to other soft drink brand.
Hypothesis 3: Chi – Square

Ho: Consumption of Coca Cola monthly is independent of gender.
Ha: Consumption of Coca Cola monthly is not independent of gender.

Conclusion - Consumption of Coca Cola monthly is not independent of gender.

OBSERVATION: Since the above data showing that Zo > Zc. We reject the null because Consumption of Coca Cola monthly is not independent of gender.

INSIGHTS: Most of the female prefer Coca Cola since female mostly make purchase of the product taking in consideration of the cost and the benefits of the product. Hence, females find coca cola better than other soft drinks brand because, females find coca cola cost worth than the other product.
CONCLUSION

As per the above research data the consumer’s satisfaction towards Coca Cola more rather than the other products. This study also indicates that the customers’ preference towards the Coca-Cola is increasing more than the other product. There is no shortage in the demand for Coca Cola in the market. In the above study most of the consumer’s are consuming Coca Cola weekly. As per the survey conducted we can say that consumer have brand loyalty towards Coca Cola. The study also tells us about that their also the customer who prefer Coca Cola when they are willing to consume it and also they like the taste of it. As we know the youngters are consuming soft drinks more. In the study we have took the demographic region like age, family type, gender, employment status, and also the monthly income. So the research paper is all about the customer satisfaction towards Coca Cola and it is been briefly explained above.

LIMITATIONS

The research is held it is limited to Mumbai and not to the other cities. The survey data which we have collected was circulated on different electronic form such as whatsapp, email etc. Therefore it excludes the data collection from offline users.

REFERENCE

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